

Use of Information Technology in Simhastha 2016 in Ujjain

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Abstract: Celebrated in a cycle of 12 years in four cities of India, attracted footfall of around 100 million in 2012 (at Allahabad) and another 80 million in 2016 (at Ujjain), the Kumbh Mela, the Great Religious Bathing Festival of India, is possibly the largest known conglomeration of humans on earth. Ujjain Simhastha 2016 is known as the most hi tech Kumbha in the history of Kumbha Melas. The study reveals the use of information technology in Simhastha Mela which was held in Ujjain 2016 and would help the planners and decision makers in planning and managing the Simhastha and as an opportunity to trigger the local and overall development

Keywords: Simhastha Mela

I. INTRODUCTION

Ujjain is a religious city of Madhya Pradesh, situated on the bank of holy river Kshipra. Ujjain is also called as the seat of Lord Mahadev. The Simhastha also known as Kumbh is organized every 12 years when Jupiter completes one revolution around zodiac. The Kumbha Mela is a massive religious festival celebrated at three year intervals in four different cities Haridwar, Allahabad(Prayagraj), Ujjain and Nasik. The festival thus comes to each city every twelve years.

“Kumbh Mela” is one of the biggest gathering of pilgrims in the world. It is a religious event where pilgrims from across India and outside India come to wash their sins by taking holy bath. It's a monthlong festival where pilgrims can come from any part of the world can come to witness the biggest mass gathering on earth. Till now there is no restriction by government on entry of pilgrims like other mass gathering but they need to go through some basic health checks and few required vaccinations.

Ujjain Simhastha 2016 is known as the most hi tech Kumbha in the history of Kumbha Melas. A stronger GIS based arrangement was done for 7.25 km long ghats which were renovated. By using the head count cameras, the flow of crowd was easily managed in different zones of the city also the diversion of crowd was made easy by using this technology which eventually helped in management of crowd easy. A new mobile app was also launched by the Mela authority having a host of facilities.

The app acted as a guide for the large number of devotees who were visiting the fair as mapping the Mela area was easy on the app. The entire Simhastha Mela area was Wi-Fi enabled, which helped in connecting with each other through mobile app & also it became easy for the devotees to identify the available parking slots, know the traffic plan, to know about the procession roads, ATM counters, mela roads, electricity plan, water kiosk and also the land allotted to each Akharas. Online booking of Bhasm Aarti was also possible through the app. Its unique feature was identification of garbage lying in any area. Once a photo is uploaded on the app by the visitor from his/her smartphone the location was identified and soon collected for safe disposal. Not only this, a panic button was created by the admin on the app by just tapping on the button; the control room was able to pinpoint the location. Around 10,000 electric poles were also established by the admin. The poles were numbered in a unique manner and were also connected to the control room through GIS mapping. This method of numbering the poles helped the government in many ways, like it became easy to find the missing people also in case of any disaster happening in the nearby areas of the pole. Mobile played an important role in Khoyya-Paya Kendra.

Internet of things (IOT) was used for the very time by the researchers to study the crowd dynamics in an efficient way, Indian researchers along with global team of experts used Big Data & IOT for efficient crowd management solutions. India's Department of Electronics & Information Technology (DEIT) and Netherland's Organization for Scientific Research funded the research which was led by the Indian Institute of Science (IISC), Bengaluru, along with the University of Amsterdam & various other national and International academic and Industry partners. An "Indo-Dutch Collaborative Camp Research Camp" was set up in Ujjain Kumbh Mela area as a key component of the project to carry out data collection & experimentation activities during the Mela. 20 different experiments were defined under the projects on which a core team of 45 researchers from India, Netherlands, Russia and Singapore worked in the research camp. In addition to this about 200 interns from engineering and management institutes were recruited to work under the project, who were carrying out the activities from the camp. The experiment was supported by the MP government and Ujjain administration. An allotted plot was also given to the team to set up their camp. The primary data sources/devices used were about 560 wearable's tracking device, 3000 wearable lanyard devices, Go Pro cameras, Questionnaires, surveys etc. When it comes to secondary sources cell phone data CCTV cameras were used. The three year programme was launched in October 2015.

Bharat Sanchar Nigam Limited laid around 100 kilometers of optical fibre cables and 73 Wi fi hotspots equipment. A high end technological experience was given to the devotees and things were made systematic . Most of the work allocated was through online tendering and lots of facilities were provided by the start ups which were hardly 2-5 year old.

A special permission was given to the indore based company "Twist Mobile" which used its TMVR-VR technology to offer a 360 degree virtual reality view of the BhasmAarti. There were queues outside the tents which were offering the virtual reality view of BhasmAarti .. By using this technology people just felt like being at the premises.

When it comes to health and medical emergencies ,the health Ministry provided a mobile tele medicine van for devotees and saints at the Simhastha Mela. Facilities of Blood Pressure and diabetes checkups, SPO2 check,ECG,Dermatology test, X rays, ophthalmology test etc were provided in the van.Doctors were consulted from far off hospitals through video conferencing showing the technological advancement.

The focus of the present study is to provide extensive literature reviews of different studies done on this topic. The present study also focuses on the usage of information technology in Simhastha 2016 in Ujjain. The paper starts with covering topical literature reviews and finally it ends up providing research gaps and giving suggestions and conclusion.

II. LITERATURE REVIEW

Goel et.al(2020) found out the use of the latest digital technologies for the surveillance of infectious disease at mass gathering events could be used to facilitate timely data collection.

Rai & Dohare (2019) observed that watergems software is most suitable, easy to use and accurate for design and analysis of large water supply network. the review of softwares for modeling ,analysis and designing water distribution networks concludes that the choice of design softwares are depends upon the availability of the data, time, financial aspects, applicability and compatibility of the project..

Chincholkar(2015) examined that for the successful implementation organizers need to overcome various challenges such as overcoming the demographic barriers, pilgrims' awareness and acceptance of these technological tools etc. Same applies on Mobile Apps designed for Nashik Kumbh Mela.

Bansal analysed the expenditure pattern for the Kumbh Mela showed that there are vast and drastic differences between Allahabad, Ujjain and Nashik Kumbh Mela.

III. RESEARCH GAP

In the light of relevant literature on the topic of use of information technology in simhastha there is a significant gap found in the contextual studies as per the Indian sub-continent. The existing literature specifically in the area of use of information technology are very limited which leads to the need of research studies that contribute to the relevant literature related to design and development of appropriate use of information technology in Simhastha. Another gap has been found for the future study showing the effect of demographics (Gender, Age, Education, Income, Occupation,

etc) on the use of information technology in simhashta. Along the conceptual and theoretical studies there is a need to conduct more empirical studies in developing countries like India with an aim to generate mass knowledge about the use of information technology in simhashta that can be meaningfully used by researchers, users/consumers and banking industry for promoting excellence in the competitive business environment.

IV. CONCLUSION

KumbhMelas is integral part of Indian culture and slowly it started witnessing the impact of changing technology and environment. This is one of the biggest mass gathering in India and till now there is no restriction on number of pilgrims visiting this place or no other government approval is required to visit this place. Looking at the historical number of pilgrim's and literatures review, it is suggested to increase the use various tools for crowd management such as ID base entry, Mandatory health check-Up, RFID enabled wrist bands etc. Which will not only help for better crowd management but also for controlling the spread and type of health risks associated with mass gatherings and also helps in smooth functioning of the Mela. For the successful implementation organizers need to overcome various challenges such as overcoming the demographic barriers, pilgrim's awareness and acceptance of these technological tools etc. Companies who are designing these types of products need to promote and train their prospecting customers and here those are pilgrims. As the internet penetration is increasing and people are becoming more technology savvy, it is expected that soon these technological tools will be popular among Indian Pilgrims too.

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